

# Official Launch of Korean transparent orthodontic brand ZTA Transalign in Thailand



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Zeniton Thailand hosts a launch seminar at Hilton Sukhumvit Hotel Bangkok

March 23, 2018 - Zeniton Thailand officially launches clear aligner, ZTA Trans-align from Korea, at Hilton Sukhumvit hotel in Bangkok, Thailand on 23rd.

ZTA Trans-align, made of special plastic, is an orthodontic clear aligner brand made by orthodontists with long orthodontic experience in dentistry and digitalized 3D printer.

This seminar was attended by 200 Thai dentists not only proceeded to share the ZTA-Trans-align's vision and value but also to conduct dental information exchange session for clear aligner system and correction method.

At the seminar, Lee Jong Kuk, Chief of ZTA consulting group explained the merits of ZTA Trans-align under the topic of New Paradigm of Clear Aligner and Natenapaporn Amonpatmethakul, representative of Zeniton Thailand introduced about Zeniton Thailand.

At the press conference ahead of the seminar, the leader of the Korean girl group "Hashtag" Da-Jung, attended as an exclusive model of ZTA Trans-align. In addition, Aum Yong Sup, Honorary president of the Korea Entertainment Producer's Association, said, "We will actively participate in ZTA Trans-align global marketing and Happy Smile Dental Bus service activities through K-POP Star with cooperation between the Zeniton Group."

## About ZTA-Trans align

### Advantages

ZTA Trans-align is a new clear aligning method using a personalized ZTA clear aligner made by specialized clear material. The ZTA Consulting Group with more than 10 years of experience, has developed diagnostic and treatment plans for orthodontic patients and has developed a step-by-step aligning model through 3D printers and software bringing highly affective orthodontic appliances as a return.

ZTA Trans-align are widely used because they can be customized individually; differentiated from general clear aligner devices. Aesthetics are also considered, so there is a high degree of preference and less pain with less irritation

## About Zeniton

Established in 2009, Zeniton is the Korea's leading oral healthcare company founded by dentists gathered to perform "human-centered care." In accordance with the philosophy of product development to 'provide products that my family can use', we exclude the unsecured ingredients and replace the chemical ingredients to natural ingredients as much as possible.

Our oral health business researches and develops oral health products such as infant toothpaste,

infant candy, adult toothpaste, toothbrush. The “Happy Smile Dental Bus” is a social contribution project that provides medical care services for the underprivileged.

#### About Zenitoni

Zenitoni Co., LTD is a distributor for OEM development and professional distribution of dental materials. With all the staff working hard in unison to provide the best product and the excellent service to dentists and patients all over the world. Zenitoni also focuses to fulfil the social responsibilities with Zenitoni by continuously supporting dental care for the underprivileged in Korea. Zenitoni is not only planning to domestically support the underprivileged but to expand the service worldwide.